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SERVICE

USDA'S REPORT TO CONSUMERS

UNITED STATES DEPARTMENT OF AGRICULTURE · OFFICE OF INFORMATION · WASHINGTON, D.C. 20250

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DEC 29 1971

NOVEMBER

No. 82

PROCUREMENT SECTION
CURRENT SERIAL RECORDS

GOOD NUTRITION IS THE MESSAGE

Advertising Is The Method. The Advertising Council, a nonprofit organization which conducts advertising campaigns in the public interest, has announced it is planning a major campaign on nutrition. Government agencies concerned with food, nutrition and health, and the food industry are working with the Ad Council in development of the public service campaign. The campaign will be an information program to enable all Americans -- including vulnerable groups such as the poor -- to achieve a healthier life through a more informed use of available food supplies and to develop greater nutrition awareness.

A PRESIDENTIAL PROCLAMATION

National Farm-City Week. President Nixon has designated the week of November 20-26 as National Farm-City Week. In his proclamation the President noted: "The well-being of urban America and the welfare of rural America will increasingly inter-twine as our total population expands. Better living in the one depends on better living in the other."

VOLUNTEERS TO HANDSHOE

USDA Food Helps Sustain Hardworking Teens. Teen Corps of America, Inc., used USDA-donated foods to help feed their 110 volunteers to Appalachia during a three-week work session. The Minnesota-based nonprofit service corps sends high school volunteers to work with the people of Handshoe, Salt Lick, Decoy, Rock Fork, and other small towns in Kentucky and Tennessee. Together with local people, the Teens tackle such projects as repairing roads, building bridges, setting up lunchroom programs for children, founding community centers, providing dental care, building churches, establishing vocational training programs -- all according to local needs.



BRIGHT IDEA FOR TEENAGERS

Breakfast and the Bright Life. Oh how you hate to get up in the morning? Rush, rush -- too rushed to eat breakfast -- and off to school. By mid-morning where has all the energy gone? A very few minutes in the morning for a good breakfast can keep teenagers full of pep until lunch and add a good deal of sparkle to the whole day. The importance of breakfast to a full, busy teenage day is the subject of a dynamic new slide set "Breakfast and the Bright Life." The 60-frame color presentation stresses that daily food selections are among the many vital decisions young people make. Teachers and leaders of youth will find it of value in reaching young people with basic dietary rules and their importance to good nutrition. "Breakfast and the Bright Life" may be purchased from the Photography Division, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. The cost is \$9.00 per set. An audio tape for manual projection is available for \$1.00.

ADOPT A STREAM

Be a Part of the Pollution Solution. Walk along the streams in your community and let your eyes, ears, and nose tell you where the war on pollution can really begin. Some citizen conservationists think of their cleanup campaigns as stream "adoption." Local water pollution control programs, incorporating strong enforcement procedures and beautification, have sprung out of well-organized pickup projects and surveys. Long-range campaigns have been supported by conservation district leaders in West Virginia, Wisconsin, Pennsylvania, Indiana, and Ohio. USDA Soil Conservation Service technicians have worked side by side with stream-adopting citizens in the planning and action phases. (More than 3,000 districts in almost every U.S. county belong to the National Association of Conservation Districts and are aided by SCS). Because of the prevalence of troubled waters in rural and urban areas, the "Adopt a Stream" approach is supported by NACD as "a good way to divide up the big conservation job into smaller pieces." If you want to start something that will benefit an orphaned stream, contact your local soil conservation district or SCS office--and be ready to get your hip boots wet.

PLENTIFUL FOODS FOR NOVEMBER

It's Turkey Time. Turkeys are featured on the Plentiful Foods List for November --- which is handy with Thanksgiving Day fast approaching. And then there's all that nice rice. Rice production this year is expected to total an ample 8.5 billion pounds. The November Plentifuls also include potatoes, onions, fresh apples, canned applesauce, apple juice, fresh cranberries, cranberry sauce, fruit cocktail, walnuts, dry split peas, pork, and broiler-fryers. For December the Plentifuls will include fresh oranges, turkeys, pork, eggs, fresh apples, applesauce, apple juice, fresh cranberries, cranberry sauce, frozen orange juice concentrate, grapefruit, tangerines, potatoes, dry onions, and walnuts.

FILLER-UP

Who drinks the most milk in your household, besides baby? A recent USDA survey indicated milk consumption was highest for boys 9 to 19. For males it fell after 19 and for females after their early teens. Adult women drank the least. Ice cream and cream consumption was fairly stable for all age groups, while adults ate the most cheese.

INSIDE USDA

Your U.S. Department of Agriculture. Abraham Lincoln signed the Act creating the U.S. Department of Agriculture in 1862. In those days the Department served a population which was largely engaged in agricultural production. Today's Department serves a Nation in which only 5 percent of the population live on farms -- and each agricultural worker provides food and fiber for himself and 44 others. Nowadays, the Department is concerned with farm income; foreign markets for agricultural products; curbing and curing poverty, hunger, and malnutrition; protecting soil, water, forest, and other natural resources; rural development and credit; research; standards of quality and safety in foods. The agencies administering these and other activities of the Department are listed in a newly revised publication, "Your United States Department of Agriculture." The 14-page booklet describes specific responsibilities of each agency and carries an organization chart of the Department. Single copies of the booklet are available on postcard request from the Office of Information, U. S. Department of Agriculture, Washington, D.C. 20250.

SOME CHILDREN REFUSE TO DRINK MILK

USDA Wants to Know Why. Studies have shown that non-Caucasian elementary school children often reject milk. Under a USDA research grant, investigators at Johns Hopkins University, Baltimore, Md., are working to find out why. In a preliminary study at two Baltimore schools, more than 40 percent of Negro children through the 6th grade refused to drink milk served with school lunch. This compared to refusal by only 10 percent of the Caucasian children. Since milk is a basic part of school lunch programs for children -- especially for those from disadvantaged areas who often need additional protein and calcium -- it is important to learn more about its effectiveness. Do the children reject milk because of family history of nonconsumption of milk? Does milk make them sick? It may be that attempts to upgrade nutritional status with milk and milk products is largely self-defeating, both in the United States and abroad where large segments of the population are non-Caucasian. The one-year study involves 450 elementary school children from Baltimore schools, one predominately Negro and one predominately Caucasian.

DECORATIONS FROM NATURE'S ART SHOP

Christmas Creativity, Naturally. The Christmas Season generally brings out the creative spirit in us all. If your mood turns to festive decoration, a trip to the countryside can whet your imagination and provide you with materials for your creations. Fields and woods in autumn and early winter are literally Nature's art shop -- offering a variety of items in fascinating colors and shapes. Conifer cones, acorns, nuts, dried seed pods can become wreaths, swags, kissing balls, miniature Christmas trees, corsages, centerpieces -- just use your imagination. An early start in collecting is a good idea because it does take a large amount of materials to make even a small decoration. Other necessities for making Christmas decorations are wire, glue, and patience. Some helpful suggestions for turning nature's materials into your own unique creations have been prepared in flyer form by USDA horticulturists. Free copies of the flyers are available from Service, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

A BOOK FOR ALL AMERICANS

Contours of Change. The new 1970 Yearbook of Agriculture, Contours of Change, is about Americans who live beyond the city lines in rural America -- a third of the total U.S. population. Within its 408 pages the Yearbook describes the forces that are constantly reshaping rural America and points to the tasks that lie ahead as America grows -- both in population and economic development. Much of this increase in numbers and development needs to take place outside the great metropolitan areas, Secretary of Agriculture Clifford M. Hardin says in the foreword to the new book. "It is imperative that the people of rural America start making plans and decisions to assure that this development comes about in an orderly, healthy manner. City dwellers have an equal interest, since a sound pattern of national growth can alleviate many of today's urban problems." The "contours of change" in rural America are reflected in the four sections of the Yearbook: The Agricultural Revolutions; Country and City -- One Nation; America's New Role in World Agriculture; and A Look Into the Future. Copies of Contours of Change may be purchased for \$3.50 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. USDA does not have copies for public distribution.

FOOD PRICES AND OTHER FACTS

Did You Know? When the American consumer spent \$1 on food at the grocery store in 1969, she bought 41 cents worth of products and 59 cents worth of marketing services. OR, a new insect-resistant food packaging that reduces the need for pesticides is a recent achievement of USDA scientists. OR, transportation takes only 6 cents out of the food dollar, even though most foods are hauled hundred of miles between producer and consumer. OR, whey, a waste product of cheese making, may help feed the world's hungry. OR, grade labeling of foods is on the increase. These facts and many more on what goes into getting food from the farmer to the consumer can be found in a new USDA information kit. The kit includes five fact-filled bulletins each dealing with a specific area in the food chain: prices, marketing, packaging, grading and research. Teachers, editors and writers, home economists, and consumers will find the kit a valuable source of information. The kit may be obtained free from the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

VARIETY SPICES LIFE

And USDA Slide Set Presentations. Wildlife, forests, 4-H, nutrition, home economics, housing, conservation, cooperatives. . . and a variety of other topics are covered by slide set and filmstrip presentations which can be purchased from the U.S. Department of Agriculture. A new catalog (MP-1107) listing all of the presentations can now be ordered from the Photography Division, Room 412-A, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Of the 99 titles listed in the catalog and its addendum, more than one-third are new ones released in the last two and one-half years.

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer rather than for mass distribution. For information about items in this issue, write: Lillie Vincent, Editor of Service, U.S. Department of Agriculture, Office of Information, Washington, D.C. 20250. Please include your zipcode.